

**Downtown Business District
Meeting Minutes
Wednesday, August 26, 2015
330 Main Street, Middletown, CT**

Attendees

Diane Gervais (Chair)	Sean Moriarity (Police Department)
Peter Harding (Commissioner)	William Russo (Public Works)
Tom Ford (Commissioner)	Tom Marano (Planning)
Mike DiPiro (Commissioner)	Trevor Davis (Commercial Real Estate)
Marc Levin (Commissioner)	Ann Marie Cannata (North End)
Mary Ann Perrotti (Commissioner)	Cathy Duncan (Chamber of Commerce)
Val Scribano (Commissioner)	Brian Zahn (Middletown Press)
Jennifer Alexander (Commissioner)	Lisa Melaven (DBD Office)

Minutes

- Motion made by Marc Levin to approve
- 2nd by Peter Harding
- Minutes accepted

Treasurer's Report – Mike DiPiro

Our final installment has been deposited from the City of Middletown for the 2014-2015 fiscal year.

The first payment has been made to the marketing campaign. Everything else is status quo.

This brings our checkbook balance too approximately \$135,000.00. Diane reported the City Tax Collector has collected \$78,000.00 towards the 2015 – 2016 fiscal years' budget.

- Motion to approve by Marc Levin
- 2nd by Val Scribano
- Treasurer's Report accepted.

Maintenance Report – Tom Ford

Tom reports the construction barriers have been set up for the new apartment complex, and are ready to break ground. The projected completion is twelve to fourteen months. There will be a ground breaking ceremony on September 10th.

Beautification – Diane Gervais

See Chair Update

Marketing – Marc Levin

See Chair Update

Police Report – Sean Moriarity

Sean reports we are in a quiet time for downtown events and activities. Motorcycle Mania went well and looking forward to the next big event of “Holiday on Main”. Mezzo’s has been doing a great business on Friday nights. They have hired a Police Officer and a couple of doormen to keep things orderly and running smoothly. The Middletown Public Schools started today, and will have police officers continue to patrol throughout the school day.

Public Works – William Russo

Bill reports things are looking good around the City. The department has been busy doing a lot of paving and will continue throughout the fall season. The Big Belly locks will need replacing, due to vandalism. The Public Works Department will be replacing a couple of new trees along Main Street. Jen suggested attaching a spot light on the cross walk pole to give better light in front of Holy Trinity Church.

Parking Report - Geen Thazhampallath

None

Diane mentioned the mobile phone app is up and running and the feedback has been positive.

North End Report – Ann Marie Cannata

Ann Marie reports the Community Health Center street festival in conjunction with the farmers market went very well. Things have been relatively peaceful in the North end.

Planning – Tom Marano

Tom has a few ideas to bring to downtown Middletown, after hosting a couple of meetings with the downtown business owners. The most promising is a “buy local campaign”. Another idea is the possibility of having a series of banners/signage put up to draw traffic off Rt. 9 to bring more business downtown. Another idea is to update the Canoe Club restaurant sign along Rt.9, with different promotional messages.

The start-up weekend for Wesleyan is next weekend. On Saturday, September 5th the incoming freshmen class will have the opportunity to meet in front of the Holy Trinity Church, as a part of their orientation to downtown Middletown.

Start up weekend (date to be determined) Young entrepreneurship groups will be coming to Wesleyan, which should draw a large crowd to the downtown businesses.

The Fed Ex will be going to the Common Council on Tuesday, September 8th.

Pocketful of Posies and Bella Gusta will be moving into Main St. Market in late September/early October.

Yurway Boutique has moved out of Main St. Market.

Cricket Wireless will be moving into the old Aculer building on the corner of Main and Washington St.

Pho 170 (Vietnamese Restaurant) will be moving into where Sabroso was in Metro Square.

Chamber of Commerce – Cathy Duncan

Cathy reports Motorcycle Mania was a huge success.

Grand Openings as follows:

- August 27th at 4:00 - Mustard Dogs on Newfield Street
- September 10th at 12:00 - Ground Breaking for Hajjar Project
- September 18th at 4:00 – blee & company, Salon on Main.
- September 29th at 4:00 - Grand re-opening at Strike a Pose Hair Salon on Main St. Ext.

New Business – Jennifer Alexander

The new parking arcade garage is not going to referendum. Looking for ideas to consider on what can be done with the remainder of funds (6-7 million dollars). There was new conversation during the parking meeting to one level surface parking as opposed to different levels of parking.

Chair Update – Diane Gervais

- Flower Planters – Looking great. Buds and Blossoms will be changing over to Fall/Mums, Kale in late September.
- Gift Cards – Continuing to run smoothly, Middlesex Hospital purchasing, no known issues.
- Guides – Lisa and I will interview the few applicants that we have on file.
- Security upgrade to the office, being installed on Thursday, September 10th.
- September 10th – Step Up Conference at MXCC, our downtown brochure will be handed out.
- Would like to schedule a meeting to discuss updates to our by-laws on Wednesday, September 23rd at 8:00am, before monthly regular meeting.
- “Go Pink” kick off party is scheduled for Tuesday, October 6th from 6:00 – 8:00 pm at Mezzo Grill.

- Motion to adjourn by Diane Gervais
- 2nd by Marc Levin
- Approved

